Hired!

THE ONLY RESUME GUIDE YOU'LL EVER NEED

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How CAN WE HELP?

☑ GET HIRED WITH OUR ATS-FRIENDLY TEMPLATES

Our expertly designed resume templates are optimized to pass Applicant Tracking Systems (ATS) and make your resume shine.

Plus, if your formatting needs a tweak, we offer free basic fixes to get it just right.

☑ WRITING SERVICES THAT LAND INTERVIEWS

Our expert writers craft powerful resumes and cover letters that have helped countless professionals land interviews. Tailored to your industry, fully ATS-friendly and loaded with relevant keywords, we make sure your documents are polished and ready to impress.

☑ LINKEDIN PROFILE OPTIMISATION

Maximise your LinkedIn potential with our optimisation service. We'll transform your profile into a recruiter magnet, increasing your visibility and aligning it with your career goals, so opportunities come knocking.

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Let's GET STARTED

☑ YOUR GOLDEN TICKET TO CAREER SUCCESS

Your resume is the most important document you will ever own. In a competitive job market where less than 20% of applicants secure jobs through online applications, a stellar resume is your secret weapon. Unfortunately, 98% of people get their resumes wrong.

But don't worry—that's about to change!

☑ MAKE A POWERFUL FIRST IMPRESSION

Your resume is your chance to make a strong impression before you even walk through the door. While the best resumes appear simple and effortless, they require significant work and meticulous attention to detail. It's not just a list of jobs; it's your personal marketing tool, showcasing your unique skills and experiences.

☑ THE KEY TO UNLOCKING OPPORTUNITIES

Whether you're looking to climb the corporate ladder, switch careers, or land your first job, a strong resume opens doors. Think of your resume as a snapshot of your personal brand. It highlights your strengths and accomplishments, showing potential employers why you're the perfect fit for their team.

☑ YOUR JOURNEY STARTS HERE

Crafting a resume that stands out is no small feat, but you don't have to do it alone. We're here to help you every step of the way. Together, we'll create an amazing resume that showcases your talents and sets you on the path to career success.

Get ready to transform your job search and unlock new opportunities!

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CHAPTER 1

DECODING THE RESUME

UNDERSTANDING WHAT WORKS

WHAT IS A RESUME?

THE ESSENTIALS: WHAT AND WHY

A resume is a concise document that outlines your qualifications, including your work experience, education, skills, and achievements. Think of it as a highlight reel of your professional life. A strong resume doesn't just tell your story; it sells your value to potential employers.

CHOOSING THE RIGHT RESUME FORMAT

Chronological Resumes: Highlighting Your Experience

Chronological resumes are the most popular and widely recommended format, especially for roles where experience is key. This format places emphasis on your work history listing positions in reverse chronological order, starting with your most recent position and working backward.

- **Structure:** It's straightforward— start with a strong summary, then move to either a skills section or directly to your work history. Additional sections like education, certifications or volunteer always go at the end.
- **Best For:** This format is ideal if you have a strong, consistent work history without significant gaps.
- **Benefits:** It clearly highlights your career progression and stability, making it easy for employers to track your growth and experience over time.

Adapting for Gaps or Limited Experience

If your work history is patchy, or if you're early in your career with limited experience, consider adapting the chronological format to be more skills and education focused.

- **Structure:** Here you will showcase your strengths upfront by highlighting your skills, education, relevant achievements, and anything else that supports your case before diving into your work experience. This approach emphasizes that you have the qualifications to excel in the job, regardless of your employment history.
- **Best For:** Ideal if you're transitioning careers, have gaps in your employment, or if your experience is more varied.
- **Benefits:** This approach shifts the focus to what you bring to the table, helping you demonstrate your qualifications even if your job history is less traditional.

KEY SECTIONS: A QUICK OVERVIEW

Let's take a brief look at the essential sections your resume should include. We'll dive deeper into these later, but here's a snapshot:

1. **Contact Information:** This is your basic info—name, phone number, email address, LinkedIn profile, and personal website if applicable.
   Pro Tip: Use a professional email like yourname@gmail.com or create your own domain, such as hello@yourname.com

2. **Summary:** This is your elevator pitch—a brief statement (no more than 2-3 sentences) highlighting the best parts of your career. It should focus on what you can offer the employer and be concise and compelling.

3. **Skills:** A straightforward skills list that highlights the key qualifications matching the job requirements. It's a quick, effective way to showcase your relevant expertise, letting employers immediately see that you have what it takes, which you will then substantiate later in the resume.

4. **Education:** Your academic background goes here—degrees earned, institutions attended, and graduation dates. This section should quickly convey that you are qualified for the position. Include relevant coursework if you've recently graduated or if it's applicable to the job.

5. **Work Experience:** This section details your job titles, company names, dates of employment, and key achievements. Roles should be listed in reverse chronological order, starting with your current or most recent role. Use action verbs and quantify achievements where possible.

   Focus on the most recent 3-4 positions within the last 5 years or so. Older roles can be summarized in a "Previous Employment" section.

6. **Additional Sections:** These include anything from certifications, licenses, and short courses to memberships, awards and volunteer work. Only include sections that add value and are relevant to the job you are applying for. For example:

   ✦ Looking to get into a non-profit? Highlight ongoing or one-off volunteer work

   ✦ If you are a nurse, it's essential to list your registrations and affiliations.

   ✦ Work in office admin? Include short courses or extras like First Aid training

FINDING THE RIGHT ORDER FOR YOUR RESUME

When it comes to resume structure, there's no one-size-fits-all solution. Different industries have different expectations, and your experience level plays a crucial role in determining the best order for your resume content.

Experience vs. Potential: Where Should You Focus?

For those with substantial work experience, your job history is often your strongest selling point, so it makes sense to prioritize it. However, if you're early in your career or have limited work experience, you'll want to focus more on your education, skills, knowledge, and any relevant training or certifications that showcase your potential.

Making a Strong First Impression

Unless your industry typically follows a different format, we recommend always starting with a concise summary and skills list. These sections are critical because if a recruiter only has a few seconds to glance at your resume, you want to immediately convey that you have what it takes to do the job. Following that, you can include the more detailed and dense content.

Here are some tailored recommendations:

- **General:** Start with a summary and a skills list, followed by your work experience, education, and then any other certifications, training, and/or volunteer work.

- **Tech:** Begin with an optional summary, then list education, experience, projects, and technical skills. If your education is older, consider placing it lower, just above the technical skills section.

- **New Graduate:** Focus on showcasing your education and skills. Start with a summary and skills list, followed by education (including relevant coursework), certifications and directly related work experience. If you have unrelated work experience, include it in an "Other Employment" section. This allows you to show what you've been doing without drawing attention away from your more relevant experience.

- **Creative Industries:** Start with portfolio links, followed by a summary, skills, experience, and then education. Emphasize creative projects and innovation in the experience section or include a separate "Projects" section.

- **Finance and Accounting:** Start with a summary, followed by certifications, experience, skills, and then education. Highlight key financial achievements early.

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- **Sales and Marketing:** Open with a summary, followed by key achievements, experience, skills, and then education. Focus on revenue-driven results and marketing successes.
- **Healthcare:** Begin with a summary, followed by licenses, memberships and certifications, experience, skills, and then education. Highlight clinical expertise and patient care first.
- **Teaching:** Start with a summary or teaching philosophy, followed by certifications and licenses. If your education is recent, place it next; if it's older, list it after skills. List your teaching experience, followed by relevant skills. Finish with professional development, awards, and any additional involvement or extracurricular activities.
- **Academia and Research:** Begin with education, followed by publications and research, experience, grants and awards, and finish with skills.

Prioritize What Matters Most

While the order of your resume is subjective, ultimately, it should be prioritized in a way that best supports your ability to do the job. The goal is to make it as easy as possible for the recruiter to see you're the right fit for the job from the start.

WHAT DOES THE EMPLOYER WANT?

1. VALUE OVER SELF-PROMOTION

Focus on Employer Needs

Think of your resume as a personal advertisement aimed at the employer's needs. You're not just listing your achievements—you're marketing yourself by showing how your qualifications, skills, and experiences make you exactly what they're looking for.

Remember, the golden rule: your resume isn't about you; it's about what you can do for the employer. Employers care most about how you can solve their problems and help them reach their goals. So, always focus on the value you bring to the table.

Be Genuine and Realistic

While it's okay to emphasize your strengths, be careful not to exaggerate too much. Recruiters can spot insincerity a mile away, and if you can't back up your claims in an interview, it could seriously hurt your chances. Be confident but realistic—showcase your true strengths and how they align perfectly with the role.

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2. THE IDEAL CANDIDATE

Are you the perfect match for the job? Prove it! Show that you meet and exceed the job requirements and align with the company's value and culture. Use keywords from the job posting and quantify your results to demonstrate your value.

Your resume should answer these key questions:

+ **Can you make money for the company?** Sales achievements, revenue growth, and financial impacts are critical here.

+ **Can you save money for the company?** Think about cost-cutting measures, budget management, and efficiency improvements.

+ **Can you increase productivity?** Highlight process improvements, efficiency gains, and productivity boosts.

+ **Can you solve problems?** Showcase innovative solutions, project management successes, and problem-solving abilities.

3. A RESUME THAT'S EASY TO SCAN

Provide Quick and Clear Information

Employers are looking for resumes that provide information quickly and clearly. With hundreds of resumes to sift through, hiring managers often spend about 6 seconds on the first review. This means your resume needs to convey that you are a good fit right away; even the most qualified candidates can be overlooked if their resumes are not easy to read.

Format for Readability and ATS

While creativity is great, complex designs can distract from the content. Stick to clean, professional layouts. Use a one-column format with plenty of white space and easy-to-read fonts. This makes your resume visually appealing and easy to scan. Ensure it's formatted for both human readers and ATS systems by avoiding complex layouts, graphics, and unusual fonts.

Keep It Concise: One Page Resumes Win

For most industries, candidates with less than 10 years of experience should stick to a one-page maximum resume so recruiters can see everything in one glance. If you have more experience, two pages are acceptable, but ensure the most important information is on the first page, as employers may not get to the second.

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4. PRECISION AND RELEVANCE

Use Relevant Keywords

Many companies use ATS (Applicant Tracking Systems) to screen resumes, but even when a recruiter is personally reviewing your resume, they're looking for specific keywords that signal you can do the job. Without the right keywords, your resume might not catch their eye. Make it easy for them by including relevant keywords from the job description to increase your chances of standing out.

Create Tailored and Focused Resumes

A generic resume won't cut it. Employers want to see that you've tailored your resume to the specific job, ensuring every detail aligns with the role and tells a cohesive career story. It's a good idea to create 3-4 different resumes, each tailored to specific job titles you're targeting to better match the unique requirements and expectations of each position.

Show Attention to Detail

Typos and grammar mistakes can make you seem careless and unprofessional. Proofread your resume multiple times and use tools like Grammarly to ensure it's error-free.

NOT SURE WHERE TO START? LET US HELP!

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CHAPTER 2

SETTING THE STAGE

PREPARING FOR A MASTERPIECE

COMPLETE A SELF-ASSESSMENT

REFLECT ON YOUR CAREER JOURNEY

Before writing your resume, it's worth taking a moment to look back at your career path. What roles have you enjoyed the most? Which projects made you proud?

Identifying these moments can help you pinpoint your strengths and skills. For instance, think about the projects where you felt most engaged.

Did you lead a successful team? Did you innovate a new process? These are the experiences that define your professional strengths.

List Your Core Skills

Create a comprehensive list of your skills. Include both hard skills (technical abilities) and soft skills (communication, teamwork). Think about the skills you use daily and those you've acquired over the years.

For example, if you frequently use software tools for data analysis, that's a hard skill. If you're known for resolving conflicts in your team, that's a valuable soft skill.

Highlight Key Accomplishments

Write down your significant achievements. Did you lead a successful project? Improve a process? Win an award? Quantify these accomplishments wherever possible (e.g., increased sales by 20%). These concrete examples will make your resume stand out.

For example, *Implemented a new CRM system that reduced customer response time by 30%.*

Define your Career Objectives

Understanding your **long-term goals** is key to shaping your career path. By identifying where you want to be in the future, you can break down the steps needed to get there and set achievable **short-term goals**. This clarity helps you understand which roles to apply for now to move closer to your ultimate career objectives.

For example, if your long-term goal is to become the head of a department, relevant short-term goals might include securing a team lead position or taking on a project management role.

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RESEARCH YOUR INDUSTRY

Dive into your industry. What are the current trends? What skills are in demand? Use resources like industry reports, job boards, and professional networks to gather this information. Understanding the landscape of your industry helps you tailor your resume and career development plan to meet current market needs.

For example, if you're in marketing, look for trends in digital marketing strategies and the latest tools used in the industry, such as social media analytics platforms or marketing automation software.

Identify Target Roles

Determine the types of roles you're interested in. What positions align with your skills and career goals? Look at job descriptions and note common requirements.

- **Analyze Job Descriptions:** Search for roles that interest you and examine the job descriptions closely. Note the skills, qualifications, and experiences frequently mentioned.
- **Research Potential Employers:** Identify companies that interest you and explore the backgrounds of their employees. Understanding their skills and experiences can help you tailor your approach and target the right roles.

For instance, if you're aiming for a project management role, you might need skills in Agile methodology, team leadership, and project planning tools like Trello or Asana.

Gap Analysis

Perform a gap analysis to identify any gaps between your current skills and those required for your target roles. This will help you understand what you need to do to qualify for the positions you want.

- **Compare Your Skills:** List your current skills and qualifications. Then, compare them to the requirements of your target roles.
- **Identify Gaps:** Note any skills or qualifications you lack. This could be specific technical skills, certifications, or experiences.
- **Plan to Bridge the Gaps:** Determine how you can acquire the missing skills or qualifications. This might involve taking courses, gaining certifications, or seeking out specific work experiences.

STRATEGIC RESUME BUILDING

GATHERING YOUR INFORMATION

Work Experience

Collect detailed information about your past job roles. Include job titles, company names, dates of employment, responsibilities, and key achievements.

Education Background

Gather information on your educational qualifications. Include degrees earned, institutions attended, graduation dates, and any relevant coursework or honors (only if you are a new graduate).

Certifications and Training

List any certifications, training programs, or workshops you have completed. Include the name of the certification, the issuing organization, and the date obtained.

TIPS FOR ORGANISING INFORMATION

Create a Master Document

To keep all your information organized, create a master document where you store all your career details. This document can be digital or physical, but it should include everything: past job details, education, certifications, skills, and accomplishments.

The goal is to have all your information in one place so you can quickly find the details you need when tailoring your resume for different job applications.

Keep Your Records Updated

Regularly update your master document with new job details, certifications, and accomplishments. Even if you're not planning to leave your current job, keeping track of these details is invaluable for your future.

Record both quantifiable results, like sales numbers and the number of people you've trained, as well as non-quantifiable achievements, such as recommendations that were implemented or being selected for special projects.

Documenting these accomplishments as they happen ensures you won't struggle to recall them later when tailoring your resume for new job applications.

ALIGNING YOUR RESUME AND GOALS

Highlighting Relevant Experience

Prioritize and highlight the experiences and skills most relevant to your target roles. This involves carefully selecting which aspects of your work history to emphasize based on the job description and the skills that are in demand for that position.

For example, if you're applying for a data analyst role, emphasize your analytical skills and relevant projects.

Customizing for Each Role

Your resume should be tailored for each job application. Align the resume content with the specific job goals and requirements of each position. This means adjusting and updating your resume to highlight the skills, experiences, and achievements that are most relevant to the job you're applying for. Think about the following:

- **Relevance:** Focus on experiences that directly relate to the job you're applying for.
- **Skills Alignment:** Showcase the skills that are most relevant to the role.
- **Achievements:** Highlight your accomplishments rather than just listing duties.
- **Keywords:** Use keywords from the job description to ensure your resume gets noticed by both ATS systems and human recruiters.

Consistency and Focus

Make sure your resume presents a clear and consistent story. Every section should align with your career goals, reinforcing the same message about your skills and experience. This cohesive narrative helps employers quickly understand how your background makes you a strong fit for the job.

- **Unified Story:** Ensure every section of your resume reinforces the others, creating a clear and consistent narrative. This helps employers easily understand how your entire professional journey has prepared you for the role you're applying for.
- **Focused Content:** Avoid including irrelevant details that do not support your ability to do the job. Each bullet point and section should contribute to painting a clear picture of why you are the ideal candidate for the role.
- **Refer Back:** Keep a basic outline of your "story" written somewhere so you can consistently refer back to it, ensuring the entire resume aligns with the job description, your professional journey and goals.

CHAPTER 3

TAILOR-MADE

CUSTOMISING YOUR RESUME FOR EVERY OPPORTUNITY

UNDERSTANDING THE JOB

INTERPRETING JOB DESCRIPTIONS

Job descriptions can be long-winded and sometimes intimidating, but they are goldmines of information. Start by carefully reading the entire job description. Notice the language used, the structure, and especially the details in each section.

Spotting Key Information

Job descriptions often start with a summary of the role, followed by the key responsibilities, required qualifications, and preferred skills. Knowing this structure helps you quickly find the most relevant sections and understand what to emphasize in your application.

- **Key Responsibilities:** Pay attention to the main duties and responsibilities listed. This gives insight into what you will be doing on a daily basis and gives you an opportunity to show you have performed similar duties in the past.

- **Company Overview:** Often included at the beginning or end of the description, this section provides valuable insights into the company's mission, vision, and values and can help you tailor your application to align with the company culture.

- **Contact Information:** Check if there is a contact name listed or if the description mentions the title of the person you will report to or the team you will be part of. This can help you address your cover letter to a specific person.

- **Date Posted:** Look at the date the job was posted. If it was posted recently, applying asap can improve your chances, as some employers may close applications early after they have enough candidates.

- **Location and Work Environment:** Pay attention to the job location, remote work options, and any details about the work environment. This can help you determine if the role fits your personal preferences and logistical needs.

- **Salary and Benefits:** If listed, this information helps gauge if the position meets your financial expectations and prepares you for salary discussions.

- **Application Instructions and Deadline:** Note specific application instructions, such as required documents and format preferences, as well as any deadlines. Prioritize your applications to ensure timely submission and show you have good attention to detail.

Identifying Core Requirements

Distinguishing between must-have qualifications and nice-to-have skills is crucial. Here's a tip: the most important requirements are usually listed at the top. As you go further down, the list often transitions into nice-to-haves.

+ **Required Skills:** Focus on these. They are essential for you to perform the job so leaving them off your resume means you'll likely be rejected. Sometimes the job ad will state if a skill is essential, if not, it's safer to assume it is a requirement

+ **Additional Skills:** These are the nice-to-haves and usually listed as *Preferred*, *Desirable* or *Not Essential*. While these skills and experiences can enhance your application and set you apart from other candidates, if you don't have these but meet the required skills, don't be discouraged.

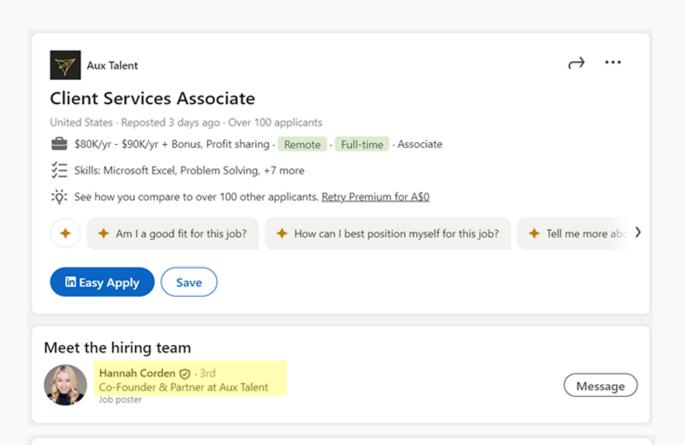> *Remember, if you meet 70-80% of the requirements, you're a strong candidate.*

Spotting Keywords

Keywords are the linchpin of a tailored resume. They are the specific skills, qualifications, and experiences mentioned in the job description that employers are looking for.

Sometimes keywords are not immediately obvious and go beyond just qualifications, skills, and duties. These can include traits like *proactive*, *detail-oriented*, or *team player*, which often indicate the kind of work ethic and personality the company values. To identify and apply keywords:

+ **Highlight:** Use a highlighter to mark important words and phrases in the job description. Pay attention to not only the explicit skills and qualifications but also the more subtle, abstract qualities the employer is seeking.

+ **Integrate:** Seamlessly incorporate these keywords into your resume in a way that feels natural. Ensure that your resume reflects these traits through examples and achievements.

On the following page, we will break down a job ad to show you exactly how to spot and use these keywords effectively.

Client Services Associate

United States · Reposted 3 days ago · Over 100 applicants

💼 $80K/yr - $90K/yr + Bonus, Profit sharing · Remote · Full-time · Associate

✅ Skills: Microsoft Excel, Problem Solving, +7 more

💡 See how you compare to over 100 other applicants. Retry Premium for A$0

- ✦ Am I a good fit for this job?
- ✦ How can I best position myself for this job?
- ✦ Tell me more abo ›

Easy Apply | Save

Meet the hiring team

Hannah Corden ✔ · 3rd
Co-Founder & Partner at Aux Talent
Job poster

Message

About the job

A female-led boutique HNW (High-Net-Worth) RIA firm catering to senior executives, strategy consulting partners and other professionals in primarily San Francisco, New York & Washington DC is looking to add a Client Services Associate to the team to provide a wide range of administrative and relationship management support, as well as excellent customer service to clients. The ideal candidate will be looking to establish a mutually rewarding and long term relationship with a growing team and growing client base. This role is fully REMOTE and can work from anywhere in the US. You do NOT need to be licensed and registered for this role.

Typical duties (but are not limited to): Fulfill duties related to client service, including completing, sending & executing client transfer forms, authorization letters, and money movement transactions, onboard new client accounts, maintain existing client relationships through the processing of client requests, resolving client inquiries, and making sure key client information and documentation are up to date, vendor management of outsourced business functions (HR/Payroll), perform administrative duties that support Advisor in daily business practices, including phone coverage, business travel arrangements, managing receipt tracking, coordination of client meetings, and calendar maintenance.

Requirements: 5+ years of experience in an Client Service/Administrative capacity (ideally out of an RIA firm) supporting Financial Advisors, experience using Charles Schwab platform, exceptional accuracy and attention to detail, Professional written and verbal communication, ability to take initiative and work independently, strong problem-solving skills and resourcefulness and proficient with Word and Excel.

Schedule: Remote, full time opportunity

Pay: $80,000-90,000/year + bonus + profit sharing + comprehensive benefits

Location: REMOTE

See less ⌃

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ANALYZING THE JOB DESCRIPTION

Here's a breakdown of the critical components from the above job description, how to effectively incorporate them into your resume, and why they matter.

Top Themes and Ideas

The job ad emphasizes several critical themes that you could focus on when crafting your resume. These are identified through repeated keywords and phrases that signal what the employer is prioritizing:

- **Client Service & Relationship Management**
  Key terms include *professional written and verbal communication, client service, relationship management, client accounts,* and *client inquiries*.

- **Administrative Support**
  Highlighted by phrases like *administrative duties, supporting the advisor with daily business practices, vendor management,* and *phone coverage*.

- **Industry Experience & Expertise**
  They seek someone with *5+ years of experience, experience using Charles Schwab platform,* and *proficiency with Word and Excel*.

- **Problem Solving and Attention to Detail**
  These include *exceptional accuracy and attention to detail, problem-solving, coordination* and *resourcefulness*.

- **Autonomy and Time Management**
  The role is *fully remote,* so demonstrating your ability to *take initiative, work independently* and *manage your time effectively* is crucial.

Additional Skills and Keywords

In addition to the primary themes, other keywords that you could highlight include:

- **customer service**
- **receipt tracking**
- **client documentation**
- **data entry and security**
- **finance industry**
- **client meetings**
- **account management**

- **business support**
- **calendar maintenance**
- **travel arrangements**
- **client onboarding**
- **client inquiries**
- **money movement**
- **software proficiency**

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Bullet Points for Work Experience

Here are some examples of quantifiable duties and accomplishments you could include in your resume to target this role:

- *Managing over 100 client accounts, ensuring all client documentation is accurate and up-to-date, improving client satisfaction by 15%*
- *Resolving client inquiries within 24 hours, achieving a 98% client retention rate*
- *Supporting financial advisors utilizing the Charles Schwab platform, achieved a 10% increase in overall efficiency to date*
- *Overseeing vendor management for HR and payroll services, saved the company $15,000 YTD through effective negotiations*
- *Onboarded 50+ new client accounts annually, reducing onboarding time by 20%*
- *Coordinated 30+ travel itineraries annually and maintained a 100% accuracy rate*
- *Scheduled and managed 40+ client meetings per month, ensuring seamless calendar maintenance and client satisfaction*

Company Culture

The job ad suggests a company culture valuing inclusivity, long-term relationships, growth, and excellence. Terms like *female-led boutique*, *mutually rewarding*, *long-term relationship*, *growing team and growing client base*, and *professional written and verbal communication* highlight these values.

To align with this, consider including examples in your resume that demonstrate your commitment to long-term projects, your ability to work well in a growing team, and your professional communication skills.

Other Things to Note

There is a contact person listed in the ad, which means you can tailor your cover letter to them specifically.

The job was posted three days ago, so it's important to apply as soon as possible.

Although the ad mentions over 100 applicants, remember that this number often reflects clicks rather than completed applications. Don't be deterred by this figure; your targeted resume can still make you stand out.
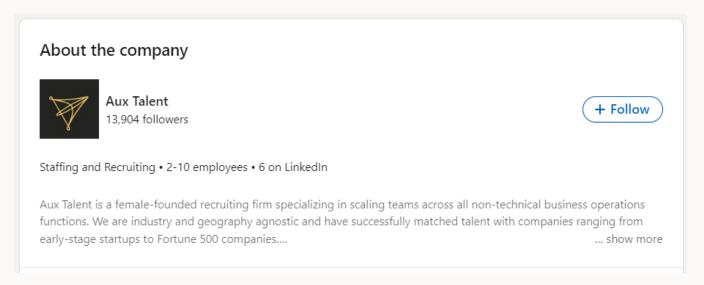
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RESEARCHING THE COMPANY

COMPANY RESEARCH TECHNIQUES

Knowing the ins and outs of a company can help you craft a resume and cover letter that truly stand out.

By using the right language, directly referencing specific initiatives, and aligning your own values with the company's, you show that you've done your research and are genuinely interested in the role, rather than applying haphazardly.

Company Profile

Start your research journey with the company profile provided in the job description. Here, you can gather preliminary information about the company's size, industry, and core operations, giving you context and a framework for understanding what the company is all about.

Company Website

Dive into the company's website for a treasure trove of information. Pay special attention to sections like *About Us*, *Our Values*, and *Careers*. These pages often contain the company's mission statement, its guiding principles, and insights into what it values in its employees.

Notice the language they use—are they casual and friendly, or formal and professional? This can help you mirror their tone in your resume.

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Employee Reviews

Finally, check out employee reviews on platforms like Glassdoor. These reviews provide candid insights about what it's really like to work at the company. Look for patterns in the feedback—common praises or complaints can give you a sense of the company's strengths and areas for improvement.

This information can help you align your resume with the company's culture, highlighting how you can thrive in their environment and contribute to their goals.

ALIGNING WITH COMPANY VALUES

Understanding a company's culture can help you reflect those values in your resume and cover letter. Here's how:

Mission Statement

Examine the company's mission statement carefully. What values and goals do they emphasize? Understanding this can help you showcase your own relevant experiences and commitments that align with their mission.

Corporate Values

Identify the core values listed on their website or in their promotional materials. These might include things like innovation, sustainability, teamwork, or customer focus. Make sure to highlight how you embody these values through your achievements and experiences.

How to Incorporate These In Your Application

If a company's values include *innovation* and *sustainability*, and you've worked on eco-friendly projects, highlight that experience.

Resume: *Led a team to develop innovative, sustainable solutions in packaging, reducing environmental impact by 30%.*

Remember, the goal is to create a resume that not only showcases your skills but also demonstrates your alignment with the company's mission and culture. This level of customisation shows potential employers that you've done your homework and are genuinely interested in the role, making you a standout candidate in any job market.

CUSTOMISING CONTENT

ROLE-BASED CVS: A STRATEGIC APPROACH

Creating different versions of your CV for various roles or industries is a smart move. This doesn't mean you need a unique resume for every single application, but rather tailored versions for different types of roles.

For example, if you're a marketing professional, you might have separate CVs for:

- **Digital Marketer:** Focus on SEO, PPC, social media strategies.
- **Content Marketer:** Highlight content creation, strategy, and management.
- **Marketing Manager:** Emphasize leadership, project management, and strategic planning.

Tailoring your resume this way ensures that you address the specific skills and experiences relevant to each type of job, making you a stronger candidate.

QUICK WINS: HEADLINES, SUMMARIES & SKILLS

While it's essential to have a few resumes tailored to different job types, sometimes it's worth further customizing your resume for specific positions, especially those you really want. The headline, professional summary, and skills list are the easiest places to make these quick updates, as they are the first things hiring managers see and can significantly impact your chances.

- **Headline:** Modify your headline to reflect the job title or key responsibilities mentioned in the job ad.
- **Professional Summary:** Update your professional summary to highlight your most relevant experiences and skills that match the job description.
- **Skills List:** Adjust your skills list to include the top skills required for the job, ensuring to incorporate specific keywords from the ad.

By making these simple yet impactful changes, you can better align your resume with the job you are applying for and increase your chances of catching the hiring manager's attention.

USING COMMON KEYWORDS

Incorporating keywords from job descriptions into your resume is crucial for passing through Applicant Tracking Systems (ATS) and catching the eye of hiring managers.

Here's how to do it effectively:

⁺ **Identify Patterns:** Look at several job ads for the same role. Notice common keywords and phrases that appear frequently.

⁺ **Integration:** Naturally weave these keywords into your resume, particularly in sections like Skills, Professional Summary, and Work Experience.

⁺ **Skills Section:** This is a prime spot for keywords. List the top skills that align with the job requirements here which you will then back up in the rest of your resume.

⁺ **Balance:** Avoid keyword stuffing, which can make your resume look forced and unnatural. Aim for a balance that ensures readability while still hitting key terms.

REFRAMING EXPERIENCE

Reframing your work experience means presenting your past roles and achievements in a way that directly aligns with the job description. Here's how to do it effectively:

Keep a Master Document: Create a Master Document and list as many bullet points under each role as possible. Make sure you cover ALL duties and EVERY achievement you had while in that role.

This will serve as a resource to pull relevant experiences for specific job applications. By keeping everything in one place, you can easily copy and paste the most relevant points for each application.

Focus on Relevance: Focus on the aspects of your experience that are most relevant to the job you're applying for. Even if you've had a broad role, only highlight the tasks and achievements that align with the job description.

Instead of overwhelming employers with unrelated details, this targeted approach demonstrates that you're perfectly suited for the specific responsibilities of the role.

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Jake's Resume

CHAPTER 4

DIGITAL AGE SUCCESS

OPTIMISING YOUR RESUME FOR THE MODERN JOB MARKET

Jake's **Resume**

CREATING DIGITAL VERSIONS

ENSURING READABILITY ACROSS DEVICES

Your digital resume must be readable on computers, tablets, and smartphones. Recruiters and hiring managers often review resumes on the go, so it's crucial that your document looks good on any screen size. How can you ensure this?

Choose the Right Design and Layout

- **Responsive Design:** Just like websites, your resume should adapt to different screen sizes. Use a clean, simple layout that doesn't rely on intricate designs that could break on smaller screens.

- **Font and Size:** Stick to web-safe fonts like Arial, Calibri, or Times New Roman. Ensure the font size is large enough to read comfortably on smaller screens—typically, 10-12 points is ideal.

- **Simplicity is Key**: Opt for a single-column format that flows naturally from top to bottom. If you want to create a column-like design, for example, under the skills section, use tab breaks instead of actual columns or tables. This approach is ATS-friendly and ensures your resume is easily readable across different devices.

- **Headings and Subheadings:** Use clear, distinct headings and subheadings to break up sections. This not only improves readability but also makes it easier for ATS (Applicant Tracking Systems) to parse your resume.

- **Whitespace:** Incorporate plenty of whitespace to avoid a cluttered look. Margins and spacing help guide the reader's eye and make the content easier to digest.

Use Hyperlinks With Caution

Digital resumes often include hyperlinks to LinkedIn profiles, portfolios, or relevant projects. These can be incredibly useful, but they come with pros and cons:

- **Pros:** Hyperlinks allow recruiters to easily access more detailed information about your professional background, see examples of your work, or read testimonials. This can provide a fuller picture of your capabilities beyond the resume itself.

- **Cons:** If overused, hyperlinks can distract from the main content of your resume. Additionally, some ATS might not parse hyperlinks effectively, so ensure that any critical information contained in those links is also clearly presented within the resume text.

Jake's **Resume**

USING PDF VS. WORD FORMATS

PDF Format

PDF is the preferred format for most job applications. Here's why:

+ **Preserves Layout and Design:** PDFs maintain your resume's layout exactly as you designed it, regardless of the device or software used to view it.
+ **Universally Readable:** PDFs can be opened on almost any device without compatibility issues, ensuring your resume looks professional every time.
+ **Security:** PDFs prevent unauthorized edits, so your information stays exactly as you intended.

Word Format

While some recruiters might prefer Word documents for ease of editing, there are significant caveats:

+ **Formatting Issues:** Different versions of Word can display formatting differently. What looks perfect on your computer might appear misaligned or distorted on another.
+ **Compatibility:** Not all devices handle Word documents the same way, and some might not open them at all without the right software.

Given these potential pitfalls, it's generally best to use PDF unless specifically requested otherwise.

Check for Consistency

Regardless of which format you use, always save and review your resume in both PDF and Word formats. This ensures that:

+ **Content is Accurate:** Check that no information is lost or altered during the conversion process.
+ **Layout is Consistent:** Make sure your design looks professional and clean in both formats.
+ **Hyperlinks Work:** Verify that all links function correctly and lead to the intended destinations.

OPTIMISING FOR ATS

UNDERSTANDING HOW ATS WORKS

Many companies use Applicant Tracking Systems (ATS) to manage job applications. ATS scans resumes to extract key data like names, job titles, and education. This helps recruiters handle many applications efficiently. If your resume isn't ATS-friendly, it might be automatically rejected.

Importance of Keywords

ATS looks for specific keywords and phrases from job descriptions. It reads from left to right and prefers standard formatting and familiar terminology. Avoid complex formatting to ensure readability.

Balancing ATS and Recruiter Appeal

Making your resume ATS-friendly increases the chances of it being seen by recruiters. Strike a balance between appealing to ATS and creating a document that impresses human recruiters.

Tips for ATS-Friendly Resumes

- **Use Standard Section Headings:** Stick to familiar headings like *Work Experience*, *Education*, and *Skills*. This helps the ATS categorize your information correctly.

- **Include Keywords:** Naturally incorporate relevant keywords from the job description so the ATS knows that your skills and experiences match the job.

- **Avoid Graphics and Fancy Fonts:** ATS often can't read graphics, tables, or unusual fonts, which can lead to misinterpretation of your information.

- **Single Column Format:** While trendy two-column formats might look appealing, they can confuse ATS. Stick to a single-column layout to ensure your resume is read correctly.

- **Clear, Concise Language:** Use straightforward language and bullet points to enhance readability. This helps both ATS and human readers quickly grasp your qualifications.

- **Proper File Naming:** Naming your file professionally helps the recruiter find your document easily, e.g FirstName_LastName_Resume.pdf.

DESIGN AND FORMATTING

MAKE IT VISUALLY APPEALING

Use White Space Effectively

White space is a vital component of a well-designed resume. It makes your document easier to read and helps highlight the most important parts.

- **Why It Matters:** Proper use of white space can make your resume look less cluttered and more inviting. It guides the reader's eye and ensures that your content doesn't overwhelm them.

- **How to Use It:** Use margins, spacing, and section breaks strategically. Keep your margins around 1 inch and ensure there's enough space between sections to differentiate them. Headings and subheadings can also help break up the text and create visual pauses.

- **Avoid Overcrowding:** Resist the temptation to pack every detail into your resume. Focus on the most relevant information and use headings and subheadings to organize your content.

Check For Consistency

A consistent format is key to a polished resume. Here's how to keep everything uniform:

- **Uniformity:** Ensure that your font styles, sizes, and bullet points are consistent throughout the document. This uniformity makes your resume look professional and well-organized.

- **Common Mistakes:** Avoid inconsistencies like misaligned bullet points, inconsistent date formats or multiple fonts. These can distract the reader and make your resume look sloppy.

- **Templates and Style Guides:** Using a template can help maintain consistency. Alternatively, create a style guide for yourself, detailing the fonts, sizes, and formatting rules you'll use.

- **Header:** Use the same header across your resume, cover letter and reference list for a polished and cohesive set of documents.

Design Strategically

Simple visual enhancements can make your resume more attractive but be careful not to be too creative:

- **Color:** Strategic use of color can highlight key information. Stick to one or two accent colors that complement each other and are easy on the eyes.
- **Borders:** Borders on a resume can provide structure and prevent the information from appearing disjointed or bare, giving the resume a more cohesive look.
- **Photos:** Avoid including photos unless specifically requested as these can introduce bias and are often unnecessary. Instead, include a link to your LinkedIn profile if they want to see a picture.

MAKE IT EASY TO READ

Format Text Effectively

- **Font Size:** Stick to 10-12 points for the main text. Headings can be slightly larger, around 14-16 points, to stand out.
- **Bullet Points:** Use bullet points for lists to make information easy to skim. This format helps break up dense text and highlights key details.
- **Bold and Italics:** Use bold for key details like job titles or qualifications. Italics can highlight additional information. Be consistent to maintain a clean look.

Select Clear and Professional Fonts

These are all ATS approved fonts (in size 14), each with a different feel:

- **Arial:** Clean and modern, great for a straightforward, professional look.
- **Calibri:** Contemporary and easy to read, suitable for a wide range of industries.
- **Cambria:** Professional and traditional, suitable for print and digital formats.
- **Georgia:** Elegant and classic, ideal for creative or design-focused roles.
- **Helvetica:** Sleek and professional, widely used in corporate environments.
- **Palatino:** Refined and readable, great for a touch of elegance.
- **Times New Roman:** Traditional and formal, perfect for more conservative fields.
- **Tahoma:** Crisp and readable, excellent for both print and digital formats.
- **Verdana:** Simple and wide, excellent for readability on screens.

BUILDING YOUR ONLINE PRESENCE

Having a strong online presence can significantly boost your chances of getting noticed (or rejected) by potential employers. Here's how you can optimize your digital footprint to stand out.

UTILISING LINKEDIN EFFECTIVELY

LinkedIn is often the first place employers look when they want to learn more about you. A well-crafted profile and presence can set you apart from the competition.

Building a Strong Profile

Professional Brand: Update your headline to reflect your current role and expertise. Make it clear and impactful.

Compelling Summary: Write a summary that complements your resume. This is your chance to tell your story in a more personal way.

Detailed Job Descriptions: Don't just list your job titles, include detailed descriptions of your roles. This is your chance to offer more than what's on your resume, providing additional context and insights. Use bullet points to make information easy to scan.

Endorsements and Recommendations: Collect endorsements for your skills and ask colleagues or supervisors for recommendations. These can add credibility to your profile.

Professional Photo: Make sure your profile photo is high-quality and professional. Remember this is the first visual impression recruiters will have of you.

Engaging with the Community

Utilise Groups and Companies: Participate in relevant LinkedIn groups and follow companies you're interested in. This can help you stay updated with industry trends and connect with like-minded professionals.

Engage and Share: Regularly engage with posts and share industry-relevant content. This shows you're active and knowledgeable in your field.

Expand Your Network: Connect with professionals in your industry. Having common connections can also make you more visible to potential employers.

CHAPTER 5

WRITING THE RESUME

CRAFTING EACH SECTION WITH INTENTION

CRAFTING YOUR HEADER

Jake Smith

Junior Web Developer | Responsive E-com Sites and Apps in HTML, CSS, JavaScript

012 345 6789 | jakesmith@gmail.com | linkedin.com/in/jakesmith | github.com/jsmith

Contact Information

Include your phone number and email address. These are essential for employers to reach you. Your email should be professional i.e **yourname@gmail.com** or register your own domain such as **hello@yourname.com** or **contact@yourname.com**

Address/Location

Deciding whether to include your address can be tricky. You don't need to give your full address; just the suburb and/or city is sufficient. Here's how to decide:

+ **Proximity:** If you live nearby, mentioning your location could be a plus.
+ **Remote Work:** If you're seeking remote work, indicating your timezone can help.
+ **Relocation:** If you're relocating or think your location might be a concern, it might be best to leave this off.

Professional Social Media Links

Including links to your LinkedIn profile, portfolio, or other professional social media is a great way to provide more context about your work.

Headline

A headline on your resume is **optional** but can be a powerful tool. It can help grab the employer's attention right away and give them a clear sense of what you bring to the table. It should provide a quick snapshot of your professional identity and set the tone for the rest of your resume.

Typically, it reflects your current position, like "Marketing Manager," but it can also be used to highlight key skills or transferable skills, especially if you're looking to change roles or industries.

- **Incorporate Top Skills:** For those staying in their field, your headline should reflect your current role and key strengths, incorporating top skills mentioned in the job ad.
    - **Example:** If the ad mentions PPC, email marketing and digital campaigns, your headline could be: *Marketing Manager with Expertise in PPC, Digital Campaigns, and Email Marketing*.

- **Showcase Transferable Skills:** If transitioning to a new role, tailor your headline to highlight relevant transferable skills.
    - **Example:** For an Administration Assistant seeking an Executive Assistant position: *Results-Focused Administrator Specialising in Calendar Management, Meeting Support, and Event Planning*.

WRITING A COMPELLING SUMMARY

Your professional summary is your elevator pitch. This is a concise and compelling 2-3 sentence overview of your level of experience, expertise, major achievements and personality, tailored to the role. It's designed to give the hiring manager all the information they need to want to keep reading.

What to Include:

- **Experience Level:** Highlight the required experience right away. Specify your years of experience and relevant roles.

- **Specificity:** Mention your exact skills, qualifications and biggest achievements that align with the job requirements.

- **Personal Touch:** Incorporate elements of your personality and soft skills that align with the company's values.

- **Standout Features:** Mention what makes you uniquely suited for this role.

> *Results-driven Client Services Associate with over 7 years of experience in providing exceptional administrative support and relationship management in the financial services industry. Known for meticulous attention to detail and problem-solving skills, I have successfully onboarded over 50 high-net-worth clients and managed complex vendor relationships. My proactive approach and ability to work independently make me uniquely suited for dynamic and fast-paced environments.*

Crafting a Targeted Summary

While you won't rewrite your whole resume for every job application, updating your summary to target specific roles can make a big difference.

- **Generic Summary:** *Experienced marketing professional with a proven track record in delivering results.*

- **Targeted Summary:** *Results-driven digital marketing specialist with over 6 years of experience in SEO, PPC, and social media strategies, driving a 30% increase in organic traffic for top-tier clients. Known for creative problem-solving and a passion for analytics.*

SHOWCASING SKILLS

Identifying and showcasing key skills in a brief skills list based on what's mentioned in the job ad is crucial. Aim for 6-9 skills, balancing hard and soft skills. The rest of your resume should provide evidence of these skills.

Hard Skills

Hard skills are technical abilities and knowledge that are job-specific and can be easily measured. They are often acquired through education, training, and hands-on experience. Because they are quantifiable, they are crucial for employers to quickly assess your qualifications. Prioritizing these skills on your resume can make it easier for hiring managers to see that you have the technical expertise needed for the role.

- Financial Analysis
- Adobe Photoshop
- Project Management
- Salesforce
- Accounting
- Agile Methodologies

Soft Skills

Soft skills are personal attributes that enable effective and harmonious interactions with others. Though harder to quantify than hard skills, emphasizing these skills shows your ability to thrive in collaborative and dynamic environments. Typically, you should only include non-negotiable soft skills demanded by the job, as things like 'problem solving' and 'teamwork' can often be shown through your work experience.

- Public Speaking
- Conflict Resolution
- Negotiation
- Crisis Management
- Leadership
- Mentorship

DETAILING WORK EXPERIENCE

Formatting Work Experience

- **Listing Jobs:** List your jobs in reverse chronological order. Focus on the last 5-10 years or the last 3-4 roles, depending on their relevance to the position. This helps keep your resume concise and focused on the experience that matters most to the role you're applying for.

- **Previous Employment:** If you have a significant amount of work experience, consider placing older roles in a 'Previous Employment' section. Here, you can simply list the job titles, companies, and dates without including bullet points or detailed descriptions. This shows the breadth of your experience without overcrowding your resume, keeping the focus on your most relevant roles.

- **Other Employment:** For those with limited or patchy experience in their desired field, or for new graduates, an 'Other Employment' section can be valuable. This section allows you to list jobs that may not be directly related to the field but show that you've been employed and active. This is especially useful for new graduates who may have work experience in unrelated fields while they studied. Depending on how much relevant experience you have, this section can include bullet points or just a brief listing.

WORK EXPERIENCE

Digital Marketing Specialist   **Oct 2021 – Present**
Innovative Solutions   Dallas, TX

- Led PPC campaigns, resulting in a 20% decrease in cost-per-click
- Implemented SEO strategies, leading to a 50% increase in organic traffic

Marketing Coordinator   **June 2018 – Oct 2021**
Brightwave Media   Austin, TX

- Led PPC campaigns, resulting in a 20% decrease in cost-per-click
- Implemented SEO strategies, leading to a 50% increase in organic traffic

PREVIOUS EMPLOYMENT

Marketing Analyst | NextGen, Houston, TX   **May 2016 – Jun 2018**
Social Media Coordinator | Pulse, Miami, FL   **Jan 2015 – Mar 2016**

Jake's **Resume**

Impactful Job Descriptions

Your job descriptions should be in bullet form for readability. Start each bullet with action verbs to describe your responsibilities and achievements.

Quantify your accomplishments where possible to give concrete evidence of your impact. Here are various ways you can quantify your accomplishments:

- **Numbers:** Sales increases, cost reductions, lead generation.
- **Software Proficiency:** Tools and platforms you've mastered (e.g., Salesforce, Adobe Creative Suite, Microsoft Excel).
- **Methodologies:** Approaches or frameworks you've used (e.g., Agile, Sigma).
- **Processes Improved:** Steps or workflows you've optimized.
- **Teams Managed:** Number of team members you've led or coordinated.
- **Projects Completed:** Types and number of projects you've delivered.
- **Timelines:** Duration of projects, time taken to achieve goals, or deadlines met.

Using the Correct Tense

- **For your current job**, use present continuous tense: *Developing innovative marketing strategies, successfully boosting online engagement by 25%*
- **For previous roles**, use past tense: *Developed targeted marketing campaigns that increased online engagement by 30%*

This distinction helps clearly differentiate between your ongoing duties and past accomplishments, making your resume easier to read and understand.

Maximising Bullet Points

For your most recent job, aim for around 5-6 bullet points. For older jobs, focus on 3-4 bullet points, depending on how much space you have on your resume. Group similar achievements and skills together to not only save space but also makes your accomplishments stand out more clearly.

Try to keep each bullet point to one line to ensure clarity and conciseness. Remember, the goal is to keep your resume to one page if possible.

- *Reduced costs by 15% through process optimization and supplier renegotiations*
- *Managed a team of 10 with Agile methods, improving project delivery times by 50%*

HIGHLIGHTING QUALIFICATIONS

Education

This section should focus on higher-level education such as degrees and diplomas and can be called either *Education* or *Qualifications*. For new graduates, including relevant coursework and honors can be beneficial if you lack extensive work experience.

Formatting Education: List your education details in a clean format: year completed, qualification name, and institution name. If your education is over 10 years old, consider leaving off the date to avoid potential age bias.

Bachelor of Science in Marketing   **2015**
Southwestern University   Georgetown, TX
- Coursework: Digital Marketing, Consumer Behavior, Marketing Analytics
- Honors: Dean's List, Marketing Excellence Award

Certifications and Training

Short courses, licenses, and additional training should be placed in a separate *Certifications and Training* section. This distinguishes your ongoing professional development from your formal education.

Formatting Training: Include only courses and certifications from the last five years, unless they are essential and still relevant, as most require regular updates. If space is tight, use tab-breaks to create a neat two-column design that stays ATS-friendly.

OSHA Safety Certification | National Safety Council   **2022**
Certified Nursing Assistant (CNA) | Red Cross   **2021**
LEED Green Associate | U.S. Green Building Council   **2019**
Google Analytics Certification   **2019**

Note: If your formal education is older than 5-10 years and you have plenty of work experience, it's acceptable to combine these sections into one, especially if you do not have a lot of additional training. You can title this combined section in a way that best fits your resume, such as *Qualifications*, *Education and Training*, or *Qualifications and Certifications*.

ADDING ADDITIONAL SECTIONS

Adding additional sections like *Memberships*, *Professional Affiliations*, *Awards*, and *Volunteer Work* can add value to your resume if they are relevant to the job.

Typically, these are placed at the end of the resume to provide supplementary information about your professional and personal accomplishments. They should be concise and directly relevant to the position.

The formatting of these sections should depend on the importance of the information—less significant items can be listed simply, while more impactful entries, such as relevant volunteer work, might be laid out like work experience with bullet points to highlight key contributions.

Volunteer   **Mar 2022 – Present**
Green Future Foundation   Dallas, TX
- Grew social media following by 50% in six months through targeted campaigns
- Managed and optimized website content, driving a 30% increase in web traffic and donor engagement
- Coordinated and marketed fundraising events, leading to a 20% rise in donations

If you have entries across multiple categories, you can group them under a single section titled *Additional Credentials and Involvement* to provide a cohesive overview of your diverse credentials and activities.

- Member of the Nurses Association
- Teaching Excellence Award, 2020
- Speaker at TEDx Conference
- Mentor at Big Brothers Big Sisters
- DEI Advocate Award, 2021
- Employee of the Year, 2022

- Volunteer at Red Cross
- CFA Institute Member
- Community Service Award, 2021
- Publication in Scientific Journal
- Community Service Award, 2021
- Member of AHPRA, Exp. Jun 2022

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Jake's Resume

REFERENCES

When to Include References

Generally, it's best not to include references <u>when you submit your resume</u>. There are exceptions, however, where providing references upfront can be advantageous, otherwise it's best to wait until the employer requests them:

- If a current employee or someone well-known in the industry can vouch for you, it might be worth mentioning their name early in the process.
- A reference from a respected figure in your field can add significant weight to your application.

Formatting References

- **Never include the phrase *References Available on Request*** on your resume as it's outdated and unnecessary because employers assume you'll provide references if asked. Use the space for more valuable information.
- **Provide references on a separate sheet** that matches your resume's header and formatting to maintain a professional look. Include each reference's:
  - Name
  - Title
  - Company
  - Phone number
  - Email address

Types of References

Choose professional contacts who can speak to your work ethic and skills:

- **Supervisors:** They can provide insights on your job performance and reliability.
- **Colleagues:** They can discuss your teamwork and collaboration skills.
- **Clients:** They can vouch for your professionalism and results.
- **Associates from Professional Affiliations:** These can be people you've worked with in various capacities, such as leaders of volunteer projects, members of professional societies, or organizers of events.

POLISH TO PERFECTION

FINAL TOUCHES TO MAKE YOUR RESUME SHINE

PROOFREADING AND EDITING

EDITING VERSUS PROOFREADING

Editing goes beyond fixing typos; it's about refining your content to ensure clarity, coherence, and impact. Proofreading is the final step to catch any remaining errors after editing. It's about making sure your resume is polished and free of mistakes.

Editing for Clarity and Impact

✦ **Relevance:** Ensure every piece of information supports your career objectives and the job you're applying for. Remove any irrelevant details.

✦ **Clarity:** Make sure your sentences are clear and concise. Avoid jargon and overly complex language.

✦ **Structure:** Organize your resume logically. Ensure each section flows smoothly into the next.

✦ **Tone:** Maintain a professional and engaging tone. Ensure your language reflects confidence and enthusiasm.

IMPORTANCE OF ERROR-FREE RESUMES

Imagine you're a recruiter faced with a stack of resumes. The ones riddled with typos and inconsistencies quickly make their way to the discard pile. An error-free resume isn't just about perfectionism; it shows you care and pay attention to details.

Proofreading for Perfection

✦ **Take a Break:** Step away from your resume for a bit before you start proofreading. This helps you return with fresh eyes, making it easier to spot mistakes.

✦ **Read Aloud:** This can help you catch awkward phrasing and errors you might overlook when reading silently. It forces you to slow down and notice each word.

✦ **Use Tools Wisely:** While spell check and grammar check are useful, they're not infallible. Use them as a starting point, then manually review your document to catch nuances they might miss.

✦ **Verify Accuracy:** Double-check your contact information, job titles, and dates of employment. Small errors here can lead to big problems later.

FINALISING THE DESIGN

ENSURING VISUAL APPEAL

Your resume's visual appeal can significantly impact how it's perceived. A poorly designed resume can look amateurish, while a well-designed one can make you look polished and professional.

- **Zoom Out:** Look at your resume as a whole. Does it look balanced and easy to read? Poor visual appeal can distract from your qualifications.
- **Readability:** Ensure your resume is easy to read at a glance. Choose fonts and colors that complement each other and enhance readability.
- **Avoid Clutter:** Keep your design simple and clean. Avoid overcrowding the page with too much text or unnecessary graphics. Aim for a balance between text and white space.
- **Spacing:** Ensure consistent spacing between sections and lines. Uniform spacing enhances readability and visual appeal.

CHECKING CONSISTENCY IN FORMATTING

Consistency is key to a professional-looking resume. Inconsistent formatting can make your resume look sloppy and distract from your content.

- **Font Styles and Sizes:** Make sure all font styles and sizes are consistent throughout the document. This includes headings, subheadings, and body text.
- **Bullet Points and Indentation:** Ensure that bullet points are uniform in length and indentation. Consistent formatting makes your resume look neat and organized.
- **Headings and Subheadings:** Check that all headings and subheadings follow the same format. This helps guide the reader's eye and creates a cohesive look.
- **Alignment:** Verify that all dates and job titles are aligned correctly. Misalignment can make your resume look chaotic and unprofessional.
- **Consistency in Sections:** Make sure each section of your resume (e.g., Experience, Education) follows a similar format. This helps create a cohesive and professional look.

GETTING FEEDBACK

SEEKING FEEDBACK FROM PEERS AND MENTORS

Even the best writers benefit from a second pair of eyes. Ask colleagues, friends, or mentors to review your resume. They can provide valuable insights on clarity, relevance, and overall impact.

Ask for Specific Feedback

Be clear about the type of feedback you're seeking. Are you looking for input on the overall structure, specific sections, or just a final review for errors?

Incorporate Constructive Criticism

Don't take feedback personally. Use it to refine and improve your resume. Remember, the goal is to create the best possible document to showcase your qualifications.

USING PROFESSIONAL RESUME SERVICES

Sometimes, it's worth investing in professional help. A resume writer can offer expert advice and tailor your resume to meet industry standards.

Seek Personalized Feedback

Look for services that provide personalized feedback and revisions. A generic review won't be as beneficial as specific, actionable suggestions.

Value Expertise and Care

Opt for services that emphasize expertise and personal attention. A dedicated approach can make all the difference in crafting a resume that truly stands out.

LET US TAKE YOUR RESUME TO THE NEXT LEVEL

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Jake's Resume

COVER LETTER MAGIC

MAKING A MEMORABLE FIRST IMPRESSION

PURPOSE OF A COVER LETTER

IMPORTANCE OF A PERSONALISED COVER LETTER

Demonstrates Genuine Interest

Tailoring your cover letter to the specific job shows you're genuinely interested in the position and the company. This enthusiasm can make a positive impression on hiring managers.

Example: *I am particularly excited about the opportunity because of your recent innovative project in sustainable energy. As someone who is passionate about green technology, I admire your commitment to environmental sustainability.*

Shows You've Done Your Research

Referencing specific aspects of the company, such as recent projects or values, demonstrates that you've done your homework.

Example: *I was impressed to learn that [Company Name] was awarded 'Best Workplace for Women' last year. Your dedication to fostering an inclusive and supportive work environment aligns with my personal and professional values.*

Helps You Stand Out

A tailored cover letter highlights your dedication and effort, distinguishing you from candidates who use generic cover letters.

Example: *Your recent expansion into the European market and commitment to innovative logistics solutions aligns with my background in international supply chain management. My role in developing efficient cross-border shipping processes could greatly benefit your team at [Company Name].*

HOW A COVER LETTER COMPLEMENTS YOUR RESUME

Explains Your Career Narrative

Use your cover letter to explain your career path, motivations, and goals. This is especially useful for explaining any career changes or gaps.

Example: *After spending five years in marketing, I transitioned to project management to better align with my strengths in coordination and strategic planning.*

Highlights Key Experiences and Skills

Elaborate on the most relevant experiences and skills from your resume, showing how they make you the perfect fit for the role.

Example: *I led a team of 10 in developing a new software application that reduced processing time by 30%. My ability to lead and innovate aligns perfectly with the requirements of the Project Manager position at [Company Name].*

Addresses Gaps or Anomalies

If your resume has gaps or unusual job transitions, address them honestly and focus on what you learned.

Example: *During the two-year gap in my employment, I pursued a master's degree in Data Science. This period allowed me to deepen my technical expertise and stay abreast of the latest industry developments, positioning me as a highly qualified candidate for the Data Analyst role at [Company Name].*

CRAFTING THE COVER LETTER

A compelling cover letter should address your key skills, explain why you want the job, and demonstrate how you can help the company succeed. To craft an effective cover letter, start by reflecting on these questions:

- **What motivates me to apply for this position?**
- **What do I respect or admire about this company?**
- **How does my background make me an excellent fit for this role?**
- **Why am I passionate about this industry?**
- **What sets me apart from other candidates?**
- **What past achievements or experiences demonstrate my qualifications?**
- **How can I contribute to the company's success?**
- **In what ways can I help the company achieve its goals?**

Answering these questions can provide a solid foundation for your cover letter. To make this process even easier, use our cover letter planning worksheet to organize your thoughts and structure your letter effectively.

ADDRESS A REAL PERSON

Personalizing your greeting by addressing a real person adds a professional touch and shows your effort. Here's how to find the right name:

+ **Research the Hiring Manager's Name:** Check the job ad; it sometimes includes the advertiser's name. If it mentions the title of who you will report to, look them up on LinkedIn.

+ **Use LinkedIn:** This is a great resource for finding hiring managers. If you know the department, look up who heads that team.

+ **Contact HR or Recruitment:** Don't hesitate to reach out to the company's HR department and ask who the hiring manager is.

+ **Third-Party Recruiters:** If the job ad is posted by a third-party recruiter, address the letter to them and reference "your client" when mentioning the company they represent.

+ **When in Doubt:** If you've exhausted all options, simply put *Hiring Manager*.

CREATING AN ENGAGING INTRODUCTION

The introduction of your cover letter should be compelling and informative. When every other cover letter starts with generic openings like *I am writing to apply for...,* a captivating introduction can engage the reader and spark their interest in your application, making them more likely to continue reading.Here's how to craft it:

+ **Grab Attention:** Start with an opening line that catches the reader's interest.

+ **What and Why:** State the role you're applying for and why it caught your eye.

+ **Summarize Your Fit:** Briefly highlight why you are a good fit for the role, touching on your qualifications and experience.

Example: *From launching my first viral campaign to driving a 40% increase in engagement at my current job, digital marketing is my passion. When I came across the Marketing Manager position at Green Tech Solutions, I was immediately drawn to the opportunity to blend my expertise with a company committed to sustainability. My five years of experience in digital marketing have prepared me to innovate and lead your team to new heights.*

WRITING THE MAIN BODY

Writing the main body of your cover letter involves more than just listing your skills. It's about crafting engaging and dynamic content that showcases your qualifications and enthusiasm for the role. Here are some key tips for writing an effective main body:

Structure and Flow

+ **Structure Your Paragraphs:** Aim for around 3-4 paragraphs in the main body. Each paragraph should focus on different aspects of your qualifications, making sure to highlight the most important requirements from the job ad.

+ **Use First Person:** Write in the first person to make your cover letter more personal and direct. This approach helps to create a connection with the reader.

+ **Vary Sentence Structure and Length:** Avoid monotonous sentence structures and lengths. Mix short, punchy sentences with longer, more descriptive ones to maintain the reader's interest. This variation creates a more engaging and readable narrative.

+ **Use Bridging Words:** Connecting sentences with words like *however, therefore, additionally*, and *furthermore*, ensure smooth transitions and cohesive flow.

+ **Maintain Professional Tone:** While it's important to show personality, maintain a professional tone throughout your cover letter. Avoid slang or overly casual language.

Showcasing Your Skills

+ **List Duties and Responsibilities:** It's acceptable to briefly list some of your key responsibilities, especially if they align with the job description and were not mentioned in your resume. This not only helps hit important keywords but also demonstrates your hands-on experience and suitability for the role.
    o **Example:** *As part of my current role, I oversee contract management, document preparation, and file management. These tasks require a high level of accuracy and attention to detail, which are crucial for the Business Manager position*.

+ **Use Action Words:** Incorporate strong action verbs to create a powerful impact. Words like *managed, led, developed, implemented*, and *achieved* make your accomplishments sound more compelling and dynamic.

- **Be Specific and Provide Evidence:** Whenever possible, quantify achievements and provide concrete evidence of your capabilities. Specific numbers and examples make your claims more credible and impressive.

- **Focus on Relevance:** Tailor each paragraph to address the most important skills and experiences. Use the SER structure—Statement, Evidence, Relevance—to clearly connect your qualifications to the job requirements.
  - **Statement:** *I have extensive experience in financial management, including monthly billing and expense tracking.*
  - **Evidence:** *Leading a team of five, I developed a new billing system that reduced errors by 20%,*
  - **Relevance:** *showcasing my ability to improve processes and enhance efficiency.*

Connecting with the Company

- **Show Genuine Enthusiasm:** Convey why you are interested in the job and the company. Explain what excites you and show enthusiasm for the opportunity
  - **Example:** *I am particularly excited about the position at Green Tech Solutions because of your commitment to sustainability and innovation.*

- **Highlight Company Values or Initiatives:** Mention specific aspects of the company or its projects that resonate with you. This demonstrates that you've done your research.
  - **Example:** *Your recent initiative to develop eco-friendly products aligns perfectly with my passion for environmental conservation.*

- **Detail Mutual Goals:** Show how the position aligns with your career goals and how you can contribute to the company's success.
  - **Example:** *I am eager to leverage my expertise in digital marketing to promote your innovative products while developing my career in a company that values sustainability and cutting-edge solutions.*

CONCLUDING THE COVER LETTER

- **Thank Them for the Opportunity:** Express gratitude for considering your application.

- **Reiterate Your Excitement:** Reaffirm your enthusiasm for the role and the company.

- **Provide Contact Information:** Include your phone number and politely request an interview.

FORMATTING AND FINALISING

STRUCTURING YOUR COVER LETTER

Your cover letter should be as polished and professional as your resume. Follow these guidelines to ensure it makes a strong impression:

- **Format:** Use a standard business letter or A4 format.
- **Length:** Keep it to one page with clear sections: introduction, body, and conclusion.
- **Consistency:** Use the same header and fonts as your resume to create a cohesive look.
- **Details:** Include the date, company name, and contact details of the person you are addressing.

PROOFREADING AND EDITING TIPS

Just like your resume, your cover letter needs to be error-free and professionally presented. Include it in the same proofreading process as your resume and ensure consistency in tone and style between the two documents. This attention to detail reflects your professionalism and enhances your overall application.

By following these formatting and finalising tips, you can ensure that your cover letter is clear, concise, and impactful, making a memorable first impression on potential employers.

DID YOU KNOW WE CAN WRITE YOUR COVER LETTER FOR YOU?

HELLO@JAKESRESUME.COM

JAKESRESUME.ETSY.COM

Jake's Resume

APPLICATION GAMES

SUBMITTING AND FOLLOWING UP WITH CONFIDENCE

SUBMITTING YOUR RESUME

INSIDER TIPS

Submitting your resume can feel like sending it into a black hole, but there are strategies to increase your chances of getting noticed

Aim for the 80% Match

Unless you're networking, it can be a waste of time to apply for jobs where you don't meet at least 80% of the qualifications. Focus on roles where your skills and experience closely align with the job description.

Use a Mix of Job Boards

To maximize your chances of standing out, use popular job boards like LinkedIn and Indeed, but don't ignore lesser-known ones like Glassdoor and industry-specific sites. These can sometimes have less competition.

Send an Email

If you have a contact email for the hiring manager, go the extra mile. Apply through the normal process and then send your resume and cover letter directly to this contact. Briefly explain that you've applied through the official channel and include a short note on why you're interested in the role.

Subject: Application for Marketing Manager Position

Dear [Hiring Manager's Name],

I recently applied for the Marketing Manager position through your company's career portal and wanted to reach out to express my enthusiasm for this role directly. With over five years of experience in social media marketing and a passion for sustainability, I am excited about the opportunity to contribute to Green Tech Solutions.

I have attached my resume and cover letter for your review. Thank you for considering my application. I look forward to the possibility of discussing how my background, skills, and certifications can contribute to your team.

Best regards,

[Your Name]

BEST PRACTICES FOR SUBMITTING APPLICATIONS

Follow The Instructions

✦ **Read Carefully:** Carefully read the job posting and make a note of deadlines, who to direct your application to and other specified instructions.

✦ **Use the Correct Subject Line:** If the job posting provides a specific email subject line, use it exactly as stated. This can be crucial for sorting and reviewing applications.

✦ **Include All Requested Documents:** Make sure to include all the documents requested in the job posting. Missing documents can result in your application being overlooked.

✦ **Respect Word/Character Limits:** Adhere to any word or character limits provided. This shows you can follow instructions and communicate effectively within constraints.

Prepare Your Documents

✦ **Convert Documents to PDF:** Always convert your resume and cover letter to PDF before submitting. This preserves your formatting and ensures that your documents look professional on any device.

✦ **Use Clear File Names:** Name your files professionally and clearly, such as FirstName_LastName_Resume.pdf. This makes it easy for hiring managers to identify and retrieve your documents.

✦ **Double-Check Everything:** Before hitting submit, double-check all the information in your application. Ensure there are no typos or missing details.

Verify and Submit

✦ **Complete All Fields:** Fill out every field of the online application, even if it seems redundant. This shows thoroughness and ensures your application is complete.

✦ **Verify Automated Systems:** When you upload your resume to job boards, the system may auto-fill information into its own fields. Always review and correct any inaccuracies that the system might introduce.

✦ **Upload PDF Version:** Always choose to upload your PDF version over the system's automated fields. If you can't, manually add or update these fields to ensure everything is accurate.

THE APPLICATION PROCESS

ORGANISING APPLICATION PROCESSES

Keeping track of your job applications is essential for staying organized and ensuring you don't miss any opportunities. Here's how to effectively manage your application process:

⁺ **Keep a Record of All Job Applications:** Maintain a detailed record of every job you apply for. This helps you stay on top of deadlines and follow-up opportunities.

⁺ **Note Important Details:** For each application, record key details such as application deadlines, job descriptions, and company contact information. This will make it easier to tailor follow-ups and remember specific job requirements.

⁺ **Use Spreadsheets to Track Applications:** Spreadsheets are a great tool for tracking your applications. Include columns for job titles, company names, application dates, follow-up dates, and status updates. This structured approach helps you stay organized and on top of your job search.

⁺ **Application Tracker Tools:** Consider using application tracker tools like the one offered by Rezzy Express. These tools can streamline your tracking process and provide reminders for follow-ups.

TIMING AND ETIQUETTE FOR FOLLOW-UPS

Knowing when and how to follow up can make a significant difference in your job search. Here are some tips on timing and etiquette:

⁺ **Wait One to Two Weeks:** After submitting your application, wait one to two weeks before following up. This gives the hiring team time to review your application.

⁺ **Send a Thank You Email After Interviews:** Always send a thank you email within 24 hours of an interview. This shows appreciation and reinforces your interest in the position.

⁺ **Be Polite and Respectful:** In all follow-up communications, be polite and respectful. Show appreciation for their time and consideration.

⁺ **Avoid Excessive Follow-Ups:** If you don't hear back after two follow-ups, it's best to move on. Persistent follow-ups can come across as pushy.

CRAFTING EFFECTIVE FOLLOW-UP EMAILS

Follow-up emails are a chance to reiterate your interest and keep your application top-of-mind. Here's how to craft effective follow-up emails:

- **Keep Emails Concise and Professional:** Your follow-up emails should be short, to the point, and professional. Avoid lengthy explanations or unnecessary details.

- **Reference Your Application Submission Date/Interview:** Mention the date you submitted your application or the date of your interview and the job title. This provides context for the recipient.

- **Include Job ID or URL:** If the job listing includes a Job ID number, make sure to include it in your follow-up email. If not, provide the specific URL to the job post. This helps the hiring manager quickly locate your application and know exactly which job you're referring to.

- **Express Enthusiasm:** Reiterate your enthusiasm for the position and the company. This reminds the hiring manager why you're a good fit.

Subject: Follow-Up on Marketing Manager Application

Dear [Hiring Manager's Name],

I hope this message finds you well.

I am writing to follow up on my application for the Marketing Manager position (Job ID#), which I submitted on July 1st. I am very enthusiastic about the opportunity to join Green Tech Solutions and contribute to your innovative projects.

Could you please provide an update on the status of my application? I am eager to discuss how my background in digital marketing aligns with your team's needs.

Thank you for your time and consideration. I look forward to hearing from you.

Best regards,

[Your Name]

[Your Phone Number]

Jake's **Resume**

NETWORK LIKE A PRO

STRATEGIES TO GET NOTICED AND LAND INTERVIEWS

Jake's Resume

IMPORTANCE OF NETWORKING

NETWORKING AND JOB SUCCESS

In the modern job market, who you know often outweighs what you know. Networking is essential because leveraging these connections can significantly enhance your chances of landing the job you want. Networking isn't just a buzzword; it's a proven strategy for job success.

> *Studies show that up to 85% of jobs are filled through networking.*

What's even more surprising is that about 70% of jobs are never advertised and are filled through internal referrals and connections. This means that networking can give you access to the hidden job market, where competition is significantly lower.

HOW NETWORKING CAN BOOST YOUR JOB SEARCH

- **Insider Information on Job Openings:** Personal connections can provide you with insider information on job openings that aren't publicly advertised. When a position becomes available, it's often shared internally first. If you have a network of contacts within your industry, they can alert you to these opportunities before they're posted online.

- **Long-Term Benefits:** Even if you're not actively looking for a job right now, building and maintaining a network can benefit you in the future. Being connected with the right people can lead to unexpected opportunities and support throughout your career. Think of networking as planting seeds that will grow into valuable resources later on.

- **Referrals:** Referrals play a significant role in getting your resume noticed. When someone within the company vouches for you, it adds credibility to your application. Hiring managers are more likely to consider candidates who come recommended by a trusted employee.

- **Mentorship and Career Advice:** Networking isn't just about finding job leads. It's also about building relationships with mentors who can provide guidance and career advice. Mentors can help you navigate your career path, offer valuable insights, and even introduce you to other influential contacts.

Jake's **Resume**

LEVERAGING SOCIAL MEDIA

STRATEGIES FOR LINKEDIN

✦ **Optimize Your Profile:** Use a professional photo, craft a compelling headline, and detail your experience comprehensively. Make sure your profile reflects your personal brand and includes keywords so recruiters can find you.

✦ **Join Industry Groups:** Participate in industry-specific groups and discussions. This not only helps you stay updated with the latest trends but also positions you as an engaged and knowledgeable professional.

✦ **Share and Engage:** Regularly share relevant content and engage with posts to increase your visibility. Commenting on and liking posts can also help you build connections.

✦ **Use LinkedIn's Job Search Feature:** Leverage LinkedIn's job search tool to find opportunities that match your skills and interests. Set up job alerts to stay informed about new openings.

STRATEGIES FOR FACEBOOK

✦ **Follow Companies and Leaders:** Keep tabs on companies you're interested in and industry leaders by following their pages. This can provide insights into company culture and upcoming job openings.

✦ **Join Professional Groups:** Participate in groups related to your field to network with other professionals and learn about job opportunities.

✦ **Utilize Facebook's Job Search Feature:** Use Facebook's job search function to find job listings tailored to your career interests.

STRATEGIES FOR INSTAGRAM

✦ **Follow Industry Influencers and Companies:** Stay updated with industry trends and company updates by following relevant accounts. This can also help you understand the brand's culture and values.

✦ **Use Relevant Hashtags:** Discover job postings and industry trends by searching and using relevant hashtags like #JobSearch, #HiringNow, or industry tags.

✦ **Engage with Content:** Like, comment, and share posts to increase your visibility and connect with professionals in your field.

CONNECT WITH THE RIGHT PEOPLE

IDENTIFY KEY CONTACTS IN TARGET COMPANIES

- **Look at Websites and LinkedIn:** Start by researching the company's website and LinkedIn page to identify decision-makers and relevant contacts. Look for information about the company structure, team members, and key departments.

- **Use LinkedIn's Search Features:** LinkedIn's search capability is a powerful tool for finding employees in your target roles or departments. Here's a breakdown of potential contacts:
    - **First Degree Connection:** Someone you already know at the company who can refer you to the job or put you in touch with the right person.
    - **Second Degree Connection:** Someone who works at the company with whom you share a mutual connection. Ask your mutual contact for an introduction.
    - **Third Degree Connection:** A recruiter, member of the company's hiring team, or your potential future boss. Reach out directly to introduce yourself and express your interest.

CRAFTING EFFECTIVE OUTREACH MESSAGES

- **Personalize Your Messages:** Show genuine interest and mention any mutual connections or specific reasons why you're interested in the company.

- **Be Concise and Clear:** Keep your message short and to the point. Clearly explain why you're reaching out and what you hope to achieve.

- **Include a Call-to-Action:** End your message with a call-to-action, such as asking for an informational interview, advice, or a referral.

Connection Request Message

Hey [Name],

I noticed we both know [Mutual Connection] and I've been really impressed with the work happening at [Company]. I'm very interested in exploring opportunities there and would love to connect. It would be great to hear about your experience and any advice you have for joining the team.

Thanks!
[Your Name]

Follow-Up Message After Making a New Connection

Hi [Name],

Thanks for connecting! I'm really interested in the work [Company] is doing, especially in [specific area]. I'd love to hear more about your experiences and any advice you have for someone looking to break into [industry/field].

Hope to chat soon.

Best,
[Your Name]

Email/LinkedIn Message When Interested in an Advertised Role

Subject: Excited About the [Job Title] Role at [Company]

Hi [Name],

I recently saw the [Job Title] position at [Company] and it caught my eye. With my background in [relevant experience], I think I could bring some useful skills to your team.

I've attached my resume and cover letter for you to check out. If you're not the right person for this, could you pass my details along to the appropriate person? I'd really appreciate it.

Thanks a lot for your help and looking forward to hopefully joining [Company].

Best,
[Your Name]
[Your Phone Number]

CONCLUSION

READY, SET, GO!

TAKING THE NEXT STEPS TO CAREER SUCCESS

Jake's Resume

MOVING FORWARD CONFIDENTLY

STAY ON TRACK

- **Take Action:** Set daily goals for your job search, such as the number of jobs to apply to or the number of networking emails to send. Daily actions build momentum and keep you engaged in the process.

- **Set Clear Goals:** Define your career objectives and create a strategic plan to achieve them. Setting short-term goals (like applying to a certain number of jobs each week) and long-term goals (such as landing a specific role within six months) can help keep you focused and on track. Review and adjust your goals as needed to stay aligned with your career aspirations.

LEVERAGE WHAT'S AVAILABLE

- **Utilize Your Resources:** Use all the supporting exercises provided in the bundle. These tools are designed to help you stay organized, focused, and prepared. Making a solid plan through thorough preparation sets you apart from those who rely on luck. Preparation leads to confidence, and confidence leads to success.

- **Keep Applying and Networking:** Make it a habit to regularly apply to new job postings that match your skills and interests. Consistency is crucial. Reach out to your network for potential opportunities and advice. Networking can open doors to unadvertised positions and provide valuable insights into your target companies.

NEVER SETTLE

- **Embrace Continuous Improvement:** Keep refining your resume and cover letter based on feedback and your own experiences. As a rule of thumb, if you've applied to 10-15 jobs without any responses, it might be time to revisit your documents and make updates. Maybe something isn't working as well as it could be. Stay updated with industry trends and enhance your skills through online courses or workshops to remain competitive.

- **Stay Positive and Persistent:** Finding a job can be long and challenging, especially in specialized fields. On average, it takes three to six months to land a new job, with some industries requiring even longer. Remember, persistence is key. Celebrate small victories along the way, whether it's securing an interview, getting a response to an application, or simply receiving a phone call.

Jake's **Resume**

That's a Wrap

We hope you enjoyed this guide and found it both informative and easy to follow. Our goal was to provide you with the tools and insights needed to craft a standout resume and navigate your job search with confidence.

If you ever need further advice or formatting help, We're here to support you. Feel free to reach out to us at

HELLO@JAKESRESUME.COM

And remember, if you find yourself struggling or needing a professional touch, we offer writing services at

JAKESRESUME.COM

JAKESRESUME.ETSY.COM

But we believe in you—you've got this!

GOOD LUCK!

Jake's Resume